



# TOWN OF JAY

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## Town of Jay Climate Change Education & Engagement Plan

**Adopted by Town Board Resolution at the December 12, 2024, regular monthly Town Board meeting.**

### Introduction

The Town of Jay is committed to fostering a sustainable and resilient future through active participation in the New York State Climate Smart Communities (CSC) and NYSERDA Clean Energy Communities (CEC) programs. This plan outlines our strategy for educating and engaging the community on climate change, focusing on both mitigation and adaptation efforts to reduce greenhouse gas emissions and enhance our resilience to climate impacts. Please visit our Town of Jay website, <https://www.townofjayny.gov/climate-smart-task-force/>, which hosts a comprehensive sub site on our participation and commitment to the Climate Smart Communities and Clean Energy Communities program. On the website you can review actions accomplished and actions listed, various reports, resources, ways to get involved and other valuable information.

### Goals and Objectives

1. **Raise Awareness:** Increase community understanding of climate change, its impacts, and the importance of mitigation and adaptation.
2. **Promote Action:** Encourage residents and businesses to adopt sustainable practices that reduce greenhouse gas emissions and enhance climate resilience.
3. **Foster Collaboration:** Build partnerships with local organizations, schools, businesses, and government agencies to support climate initiatives.
4. **Support Policy Development:** Advocate for policies and regulations that promote sustainability and climate resilience.

### Target Audience

- Residents of all ages
- Vulnerable population (residents in flood prone areas, low-income, and the elderly)
- Local businesses
- Community organizations (partner with)
- Local government officials
- Schools and educational institutions

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## Key Messages to Convey

1. **Climate Change is Here:** We can help slow it down and adjust to it by adopting policies and take steps towards mitigation and facilitate adaption.
2. **Mitigation is Essential:** Highlight the importance of reducing greenhouse gas emissions through energy efficiency, renewable energy, and sustainable practices.
3. **Adaptation is Necessary:** Emphasize the need to prepare for and adapt to the changing climate to protect our community and environment.
4. **Everyone Can Make a Difference:** Encourage individual and collective actions to contribute to climate solutions.

## Strategies and Activities

### 1. Community Engagement and Education

- **Workshops and Seminars:** Organize educational workshops and seminars on topics such as energy efficiency, renewable energy, sustainable transportation, and climate resilience.
- **Public Meetings:** Hold public information sessions and meetings (Comprehensive Plan project) to discuss climate initiatives, gather feedback, and engage with community members.
- **Community Events:** Host events like the annual Sustainability and Energy Fair to showcase climate solutions and engage the public.
- **School Programs:** Partner with local schools, to integrate climate education into the curriculum and support student-led sustainability projects. Invite organizations providing educational programs (4H, Wild Center, Paul Smiths) to attend our events and assist hosting educational events.

### 2. Communication and Outreach

- **Website and Social Media:** Maintain an updated website and active social media presence to share information, resources, and updates on climate initiatives.
- **Newsletters:** Publish articles in regular newsletters (Town of Jay, Au Sable Acres Property Owners Association, Au Sable River Valley Business Association, Jay Community News), to keep the community informed about climate actions, events, and opportunities for involvement.
- **Educational Materials:** Make available and distribute brochures, fact sheets, and guides on climate change, mitigation, and adaptation strategies.

### 3. Mitigation Actions

- **Energy Efficiency Programs:** Promote programs that help residents and businesses improve energy efficiency, such as home energy audits, weatherization, heat pumps, and the use of smart thermostats.
- **Renewable Energy Initiatives:** Encourage the adoption of renewable energy sources, such as solar panels and community solar programs, install electric vehicle chargers for public use.

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- **Sustainable Transportation:** Advocate for the use of electric vehicles, biking, and walking to reduce transportation emissions.
- **Waste Reduction:** Implement recycling and composting programs to reduce waste and lower greenhouse gas emissions from landfills.
- **Education:** Continue educating residents about the Town of Jay's ongoing and future municipal climate actions and show leadership. See attached table outlining Climate Change Communities program actions completed and planned.

#### 4. Adaptation Actions

- **Infrastructure Improvements:** Incorporate plans in the comprehensive plan that is being updates, including upgrading infrastructure (including culverts) to withstand extreme weather events.
- **Emergency Preparedness:** Develop and promote emergency preparedness plans, by piggy backing on Essex county's initiative updating the county emergency response plan, to help the community respond to climate-related disasters.
- **Natural Solutions:** Continue restoring sections of the East Branch Au Sable River, plant trees/pollinator gardens, and create green spaces to enhance natural resilience to climate impacts.
- **Education:** Continue educating residents about the Town of Jay's ongoing and future municipal climate actions and show leadership.

#### Partnerships and Collaboration

- **Local Organizations:** Collaborate with organizations like the Adirondack North Country Association (ANCA), Compost for Good, Ausable Freshwater Center, ADK Action, North Country Clean Energy Hub to leverage their expertise and resources.
- **Government Agencies:** Work with NYSERDA and the New York State Department of Environmental Conservation (DEC) to align local efforts with state and regional climate goals.
- **Educational Institutions:** Partner with local schools, to support climate education.
- **Businesses:** Engage local businesses in sustainability efforts and encourage them to adopt climate-friendly practices.

#### Monitoring and Evaluation

- **Track Progress:** Monitor the implementation of climate actions and measure their impact on greenhouse gas emissions (such as benchmarking and GHG reduction initiatives).
- **Community Feedback:** Gather feedback from residents and stakeholders to assess the effectiveness of engagement efforts and identify areas for improvement.
- **Annual Reviews:** Conduct annual reviews of the Climate Change Education & Engagement Plan to update strategies and set new goals based on progress and emerging challenges.

#### Conclusion

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The Town of Jay is dedicated to creating a sustainable and resilient community through comprehensive climate education and engagement. By working together, we can reduce our carbon footprint, adapt to the changing climate, and ensure a healthy environment for future generations.

**See next pages for tables of relevant actions and initiatives completed, underway and planned.**

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## PE 9 Climate Change Education & Engagement

### Relevant Completed Actions

Action	Description	Action Type
PE9 Action: Social Media	Used social media to promote climate initiatives	Mitigation
PE10 Action: Annual Progress Report	Published an annual progress report	Both
PE8 Action: Green Vendor Fairs	Organized green vendor fairs	Both
PE8 Action: Community Campaigns	Conducting community campaigns (Heat Pumps, Community Solar, Electric Vehicles) for sustainability	Both
PE7 Action: Cooling Centers	Established cooling centers for heat waves	Adaptation
PE7 Action: Culverts & Dams	Improved culverts and dams for better flood management	Adaptation
PE6 Action: Unified Solar Permit	Adopted the Unified Solar Permit	Mitigation
PE3 Action: Energy Code Enforcement Training	Conducted training for energy code enforcement	Mitigation
PE3 Action: Outdoor Lighting Upgrades	Replaced outdoor building, decorative, park, and property lighting with LED	Mitigation
PE3 Action: LED Street Lights	Replaced streetlights with LED lights	Mitigation
PE3 Action: Clean Energy Upgrades	Implemented clean energy upgrades	Mitigation
PE3 Action: Benchmarking - Municipal Buildings	Benchmarked energy use in municipal buildings	Mitigation
PE3 Action: HVAC Upgrades	Upgraded HVAC systems for improved energy efficiency	Mitigation
PE3 Action: Interior Lighting Upgrades	Upgraded interior lighting to energy-efficient options	Mitigation
PE3 Action: Government Building Energy Audits	Conducted energy audits of government buildings	Mitigation
PE3 Action: Fleet Inventory	Completed a comprehensive fleet inventory	Mitigation
PE1 Action: Partnerships with Other Entities	Formed partnerships with other entities	Both
PE1 Action: National/Regional Climate Program	Participated in a national or regional climate program	Both
PE1 Action: CSC Coordinator	Appointed a Climate Smart Communities Coordinator	Both
PE1 Action: CSC Task Force	Established a Climate Smart Communities Task Force	Both
PE9 Action: Climate Change Education & Engagement	Develop and implement a climate change education and engagement plan	Both
PE2 Action: Government Operations GHG Inventory	Conduct a greenhouse gas inventory for government operations	Mitigation
PE9 Action: Local Climate Action Website	Create a local climate action website	Both
PE9 Action: Climate-related Public Events	Organize climate-related public events (Seminars, Comprehensive Plan Open House)	Both
Other: Garbage Amnesty Day	Held garbage amnesty day, collecting tires, household appliances, bulky garbage and furnishing, recyclable metals etc.	Both
Other: Energy Audit	Completed a energy audit of community center	Mitigation
Other: Benchmarking	Established advanced benchmarking in terms of energy use for municipal buildings	Mitigation

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**Relevant Planned Actions**

Action	Description	Action Type
PE9 Action: Climate-related Public Events	Continue to organize climate-related public events	Both
PE3 Action: Water-efficient Fixtures	Install water-efficient fixtures	Mitigation
PE4 Action: Renewable Energy Feasibility Studies	Conduct feasibility studies for renewable energy projects	Mitigation
PE4 Action: Heat Pumps	Install heat pumps	Mitigation
PE4 Action: Solar Energy Installation	Install solar energy systems	Mitigation
PE5 Action: Organics Management Plan	Develop an organics management plan	Mitigation
PE5 Action: Recycling Bins in Government Buildings	Install recycling bins in government buildings	Mitigation
PE5 Action: Organic Waste Program for Government Buildings	Implement an organic waste program for government buildings	Mitigation
PE5 Action: Waste Reduction Education Campaign	Conduct a waste reduction education campaign	Mitigation
PE5 Action: Compost Bins for Residents	Provide compost bins for residents	Mitigation
PE5 Action: Residential Organic Waste Program	Implement a residential organic waste program	Mitigation
PE6 Action: Comprehensive Plan with Sustainability Elements	Develop a comprehensive plan with sustainability elements	Both
PE6 Action: Smart Growth Policies	Implement smart growth policies, as per eventual Comprehensive Plan	Both
PE6 Action: Alternative-fuel Infrastructure	Develop alternative-fuel infrastructure	Mitigation
Performance: Reduce GHGs from Government Facilities	Implement measures to reduce greenhouse gas emissions from government facilities	Mitigation